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FOR IMMEDIATE RELEASE

Lake Charles Toyota Named Presenting Sponsor of 2026 McNeese Baseball & Softball Diamond Dinner

LAKE CHARLES, La. — Lake Charles Toyota is proud to renew its role as the **presenting sponsor** of the **2026 McNeese Baseball & Softball Diamond Dinner**, a signature fundraising event benefiting the McNeese State University Baseball and Softball programs. The Diamond Dinner is scheduled for **Friday, Jan. 16, 2026**, at **Townsley Law Arena's Volleyball Venue**, with doors opening at **6 p.m.**

The annual Diamond Dinner brings together McNeese Athletics supporters, community leaders and local businesses for an evening focused on supporting student athletes and strengthening the future of Cowboy and Cowgirl Baseball and Softball. The event will feature dinner service and a live auction, with proceeds directly benefiting the two programs ahead of the 2026 spring season.

“As a longtime supporter of McNeese Athletics, Lake Charles Toyota is honored to serve as the presenting sponsor of the 2026 Diamond Dinner,” said **Corey Tarver, general manager of Lake Charles Toyota**. “This event reflects our appreciation for both of these championship programs, the coaches managing each team, and the student athletes who choose to play in Lake Charles and carry on the tradition of winning at McNeese.”

Lake Charles Toyota's presenting sponsorship underscores its **ongoing partnership with McNeese Athletics** and its continued dedication to supporting opportunities that enhance the student-athlete experience. Through events like the Diamond Dinner, the dealership helps ensure McNeese Baseball and Softball programs have the resources needed to compete at a high level while fostering community pride.

The Diamond Dinner is open to the public, with opportunities available for individuals, businesses and organizations to participate through table purchases and event sponsorships. Those interested in attending, purchasing a table or learning more about sponsorship opportunities are encouraged to visit <https://mcneesefoundation.org/diamonddinner/> for full event details and options.

With strong local support and leadership from presenting sponsor Lake Charles Toyota, the 2026 Diamond Dinner is expected to once again be a cornerstone fundraising event for

McNeese Baseball and Softball, bringing the community together in support of McNeese student-athletes.

About Lake Charles Toyota

Lake Charles Toyota is a family-owned and operated dealership led by the Tarver family, where customers are welcomed as guests and treated like family. Built on a hospitality-first philosophy, the dealership delivers a stress-free, low-pressure car-buying experience that sets it apart across Lake Charles, Southwest Louisiana, and Southeast Texas. Offering a full lineup of new Toyota vehicles, quality pre-owned inventory, and expert service, Lake Charles Toyota is committed to transparency, long-term relationships, and community involvement, including an ongoing partnership with McNeese Athletics.

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